

ABSTRACT

A system and method for distribution targeted advertisements over a communication
5 network such as by email to a set of users or subscribers. The system includes a database of
demographic information on the users, and an order processing component which receives and
processes demographic queries, to determine a set of users in the database which match the
query. An email service provider sends the targeted advertisements out to each user and an
accounting component, receives information regarding the users' receipt of the targeted
10 advertisement. The system is highly scalable and fault tolerant due to features such as
distributed processing and system logging. The system also allows interactive querying of the
database to determine demographic queries and sets of users who match each query. Therefore
the system and method provides efficient distribution and tracking of targeted advertising

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